

# CASE STUDY

Journey From **500** to  
**60K** Followers

How Digital Souls helped Multiwood Launch their Brand on Social Media to become one of the most followed Furniture brand in Pakistan.



## DIGITAL SOULS INTRO:

Digital souls is a marketing agency which has worked with multiple e-commerce brands to elevate their social media presence via paid and organic marketing approaches.



## CLIENT INTRO:

Multiwood is a furniture retailer located in Lahore, Pakistan. It's primary focus is B2B sales; the company has a track record of providing furniture to both public and private sector.



## PROBLEM STATEMENT:

The client was not able to increase its market share as it was losing out to competition who had better online presence. Outdated content on its social media was not generating interest from the client's target market.

## GOAL:

The goal was to increase Multiwood's social media followers and engagements to increase brand awareness, both organically and via paid content



**MIAN FARYAD  
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CEO MULTIWOOD



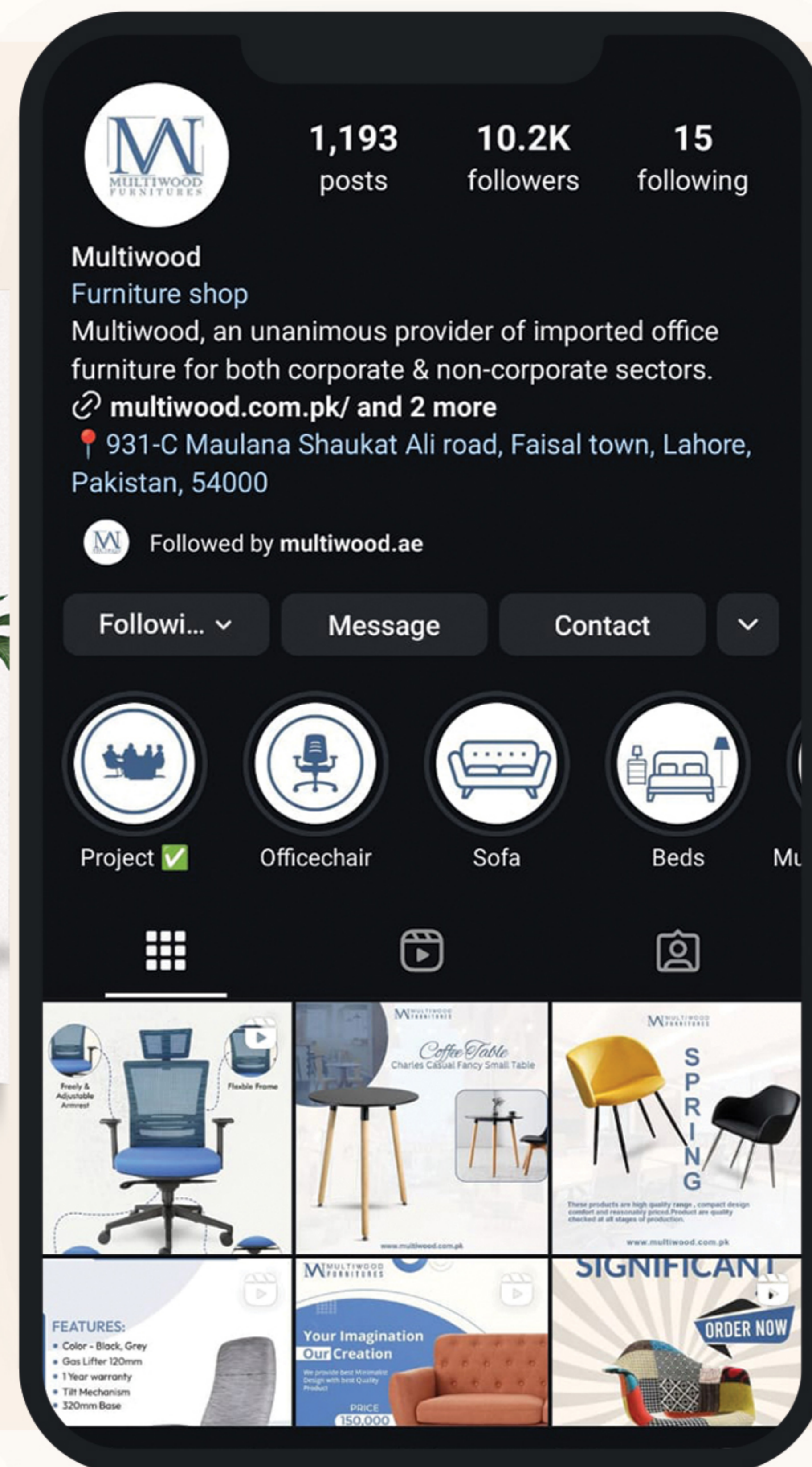
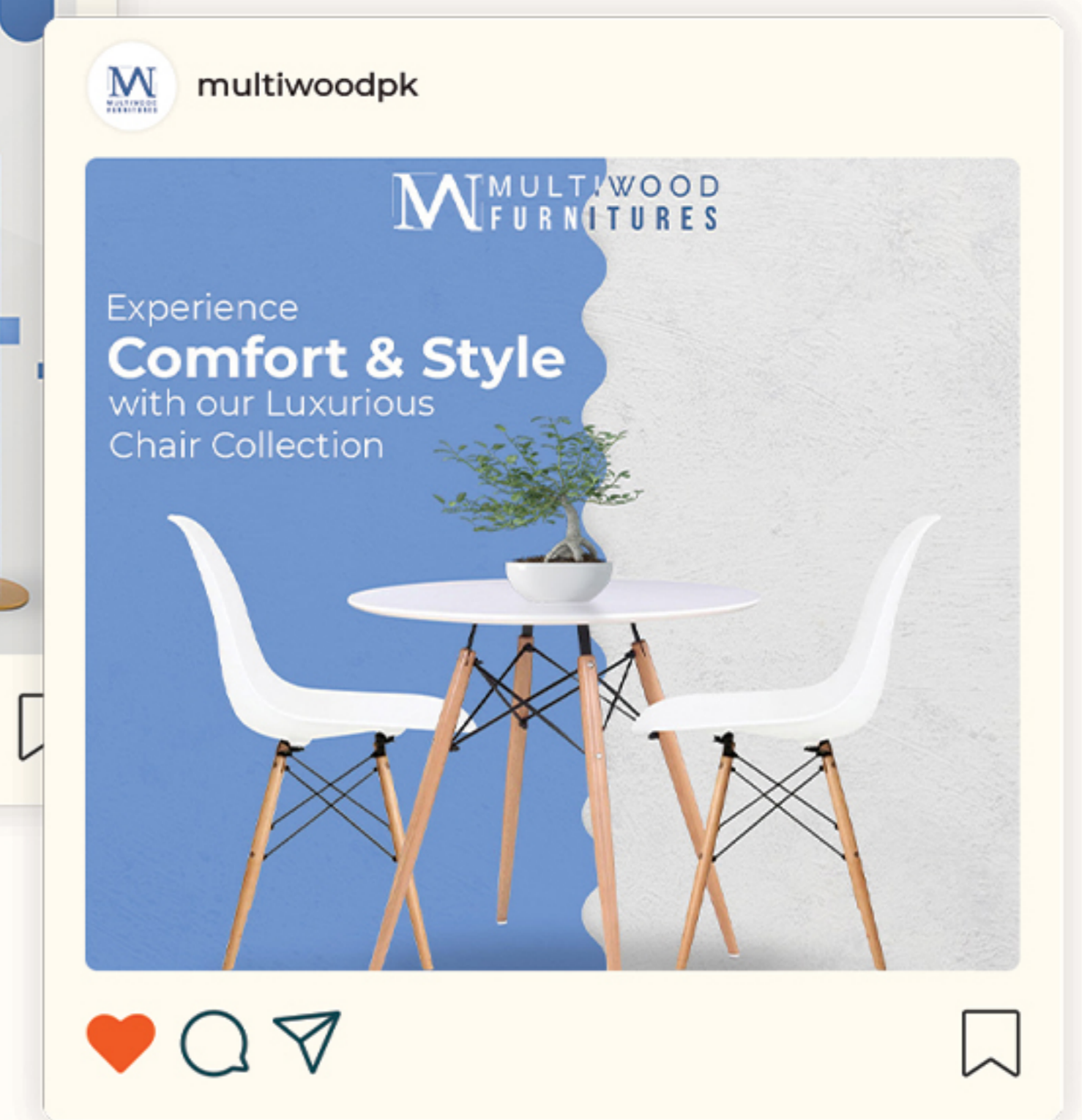
Digital Souls helped us expand our social media presence tremendously. As a result, we are no longer a small business, but a well known brand in Pakistan. Our Sales have also seen a considerable increase.

## EXECUTION:

Branding campaigns were run on Instagram and Facebook, and following content was created consistently:

- Images
- Videos
- Carousels
- Stories/Reels

Ad Campaigns were also run to support organic content, using demographic and behavioral targeting.



## RESULTS:

Through consistent execution, over a period of 1 year, we were able to achieve the following results for Multiwood:

### FACEBOOK:

- Followers increased from 400 to 49k
- Engagements increased from 51 to 17k

### INSTAGRAM:

- Followers increased from 147 to 9.7k
- Engagements increased from 77 to 4.5k

**107x**

Increase in Followers

*\*total across Facebook and Instagram*

**173x**

Increase in Engagement

*\*total across Facebook and Instagram*